

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

RECEIVED
CENTRAL FAX CENTER

FEB 22 2005

Applicants: Michael L. Asmussen

Case: 5220.00 (SEDN/5220)

Serial No.: 09/628,805

Examiner: Andrew Y. Koenig

Filed: 7/28/00

Group Art Unit: 2611

Confirmation #: 3499

Title: METHOD AND APPARATUS FOR LOCALLY TARGETING VIRTUAL
OBJECTS WITHIN A TERMINALCommissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING OR TRANSMISSION	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO, on the date indicated below.	
2/22/05	<i>Shure & Co.</i>
Date	

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

TRANSMITTAL OF DUPLICATE COPY OF POWER OF ATTORNEY/CHANGE OF
CORRESPONDENCE ADDRESS

A copy of a previously filed (but not acknowledged) POWER OF ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS is attached. Please mark the records of the PTO to reflect that all correspondence should be sent to CUSTOMER #26,291, MOSER, PATTERSON & SHERIDAN, LLP, 595 Shrewsbury Avenue, Suite 100, Shrewsbury, New Jersey 07702.

2/22/05

Respectfully submitted,

E. J. Wall
Eamon J. Wall, Attorney
Reg. No. 39,414
(732) 530-9404

MOSER, PATTERSON & SHERIDAN, LLP
Attorneys at Law
595 Shrewsbury Avenue, Suite 100
Shrewsbury, NJ 07702

Auto-Reply Facsimile Transmission



TO:

Fax Sender at 732 530 9808

Fax Information

Date Received:

Total Pages:

10/12/2004 1:12:47 PM [Eastern Daylight Time]

10 (including cover page)

ADVISORY: This is an automatically generated return receipt confirmation of the facsimile transmission received by the Office. Please check to make sure that the number of pages listed as received in Total Pages above matches what was intended to be sent. Applicants are advised to retain this receipt in the unlikely event that proof of this facsimile transmission is necessary. Applicants are also advised to use the certificate of facsimile transmission procedures set forth in 37 CFR 1.8(a) and (b), 37 CFR 1.6(f). Trademark Applicants, also see the Trademark Manual of Examining Procedure (TMEP) section 306 et seq.

Received
Cover
Page

=====>

10/12/04 12:10 FAX 732 530 9808 MOSER PATTERSON SHERIDAN - LTD 0001

Patented
App. No. 62/0015508

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22315-1450

Dear Sir:

CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.6
I hereby certify that this correspondence is being transmitted by
facsimile to the Commissioner for Patents, Box 1450, Alexandria,
VA 22315 on 10/12/04 Facsimile No. 732-530-9808
LAURA E. CENTER 10/12/04
Name of person Signature and date
transmitting this correspondence
in pages

POWER OF ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS

Sedra Patent Services, LLC, assignee of the entire right, title and interest in the
applications identified in EXHIBIT A attached hereto, hereby revokes all prior Powers of
Attorney and appoints the practitioners associated with the Customer Number 28291, with full
power of substitution and revocation, to prosecute the applications listed on EXHIBIT A, to
transact all business in the Patent and Trademark Office in connection therewith, and to receive
the Letters Patent.

Please direct all correspondence to the address associated with Customer Number
28291.

Please direct all telephone calls to:
Carlton J. Webb (732) 530-8404

A copy of Patent Assignment executed on September 14, 2004 (which Patent
Assignment has been forwarded to the United States Patent & Trademark Office for recordation
under separate cover) evidencing Sedra Patent Services, LLC's ownership of the entire right,
title and interest in the applications identified in EXHIBIT A is also attached hereto.

Executed this 12 day of October, 2004.

William D. McCull
William D. McCull
Chief Executive Officer
Sedra Patent Services, LLC

PAGE 100 * RCVD AT 10/12/04 1:12:47 PM [Eastern Daylight Time] * SVR:USPTO-EFXXRF-1/0 * DNIS:8729306 * CSID:17325309808 * DURATION (mm-ss):10-00

 *** TX REPORT ***

TRANSMISSION OK

TX/RX NO	0272
CONNECTION TEL	17038729306
SUBADDRESS	
CONNECTION ID	PTO
ST. TIME	10/12 12:19
USAGE T	02'30
PGS. SENT	10
RESULT	OK

PATENT
 Any. Dkt. No. SEDN001SEDN

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, VA 22313-1450

CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being transmitted by facsimile to the Commissioner for Patents, Box 1450, Alexandria, VA 22313 on 10/12/04, Facsimile No. 703-872-9306

LAURA E CRATER

Name of person
 signing this certificate

Laura E Crater 10/12/04
 Signature and date

10 pages ...

Dear Sir:

POWER OF ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS

Sedna Patent Services, LLC, assignee of the entire right, title and interest in the applications identified in EXHIBIT A attached hereto, hereby revokes all prior Powers of Attorney and appoints the practitioners associated with the Customer Number 26,291, with full power of substitution and revocation, to prosecute the applications listed on EXHIBIT A, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Letters Patents.

Please direct all correspondence to the address associated with Customer Number 26,291.

Please direct all telephone calls to:
 Eamon J. Wall (732) 530-9404

A copy of Patent Assignment executed on September 14, 2004 (which Patent Assignment has been forwarded to the United States Patent & Trademark Office for recordation under separate cover) evidencing Sedna Patent Services, LLC's ownership of the entire right, title and interest in the applications identified in EXHIBIT A is also attached hereto.

PATENT
Atty. Dkt. No. SEDN001SEDN

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. 81.8	
I hereby certify that this correspondence is being transmitted by facsimile to the Commissioner for Patents, Box 1450, Alexandria, VA 22313 on <u>10/12/04</u> , Facsimile No. <u>703-872-9306</u>	
<u>LAURA E CRATER</u>	<u>Laura E Crater</u> 10/12/04
Name of person signing this certificate	Signature and date
	10 pages

POWER OF ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS

Sedna Patent Services, LLC, assignee of the entire right, title and interest in the applications identified in EXHIBIT A attached hereto, hereby revokes all prior Powers of Attorney and appoints the practitioners associated with the Customer Number 26,291, with full power of substitution and revocation, to prosecute the applications listed on EXHIBIT A, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Letters Patents.

Please direct all correspondence to the address associated with Customer Number 26,291.

Please direct all telephone calls to:
Eamon J. Wall (732) 530-9404

A copy of Patent Assignment executed on September 14, 2004 (which Patent Assignment has been forwarded to the United States Patent & Trademark Office for recordation under separate cover) evidencing Sedna Patent Services, LLC's ownership of the entire right, title and interest in the applications identified in EXHIBIT A is also attached hereto.

Executed this 12 day of October, 2004.

William D. McCall

William D. McCall
Chief Executive Officer
Sedna Patent Services, LLC

EXHIBIT A

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.	D354059	29/002,322
U.S.A.	D381991	29/025,792
U.S.A.	D368263	29/025,794
U.S.A.	D348251	29/002,352
U.S.A.	5559549	08/160,191
U.S.A.	5600364	08/160,280
U.S.A.	5600573	08/352,204
U.S.A.	5659350	08/160,282
U.S.A.	5682195	08/160,283
U.S.A.	5734853	08/160,193
U.S.A.	5798785	08/160,281
U.S.A.	5990927	08/160,194
U.S.A.	6052554	08/711,742
U.S.A.	6160989	08/735,552
U.S.A.	6181335	09/157,574
U.S.A.	6201536	08/352,205
U.S.A.	6408437	08/906,469
U.S.A.	6463585	09/054,419
U.S.A.	6515680	08/928,630
U.S.A.	6539548	08/912,934
U.S.A.		60/025,604
U.S.A.		60/033,485
U.S.A.	6675386	08/923,091
U.S.A.	6738978	08/735,549
U.S.A.		07/991,074
U.S.A.		09/920,798
U.S.A.		09/964,856
U.S.A.		09/964,889
U.S.A.		09/964,890
U.S.A.		09/966,759
U.S.A.		09/964,891
U.S.A.		09/966,757
U.S.A.		09/966,758
U.S.A.		09/966,594
U.S.A.		09/921,057
U.S.A.		09/321,569
U.S.A.		09/285,249

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.		09/630,737
U.S.A.		10/261,931
U.S.A.		09/597,893
U.S.A.		09/609,286
U.S.A.		09/628,805
U.S.A.		09/975,312
U.S.A.		09/973,083
U.S.A.		10/263,806
U.S.A.		10/724,123
U.S.A.		09/124,043
U.S.A.		08/794,637
U.S.A.		09/208,097
U.S.A.		09/597,891
U.S.A.		09/643,722
U.S.A.		09/404,707
U.S.A.		10/227,833
U.S.A.		08/868,967
U.S.A.		09/106,859
U.S.A.		09/162,768
U.S.A.		09/162,767
U.S.A.		09/158,549
U.S.A.		09/252,485
U.S.A.		09/315,106
U.S.A.		09/396,429
U.S.A.		09/396,428
U.S.A.		09/533,780
U.S.A.		09/541,891
U.S.A.		08/958,088
U.S.A.		09/191,520
U.S.A.		09/556,875
U.S.A.		09/551,211
U.S.A.		09/521,614
U.S.A.		09/609,285
U.S.A.		09/588,503
U.S.A.		09/920,723
U.S.A.		09/973,081
U.S.A.		09/973,067
U.S.A.		09/977,488
U.S.A.		09/609,316
U.S.A.		09/920,615
U.S.A.		10/448,014
U.S.A.		60/231,338

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.		09/946,781
U.S.A.		10/295,922
WO	WO03/032626	PCT/US02/32130
WO	WO03/032623	PCT/US02/32128
WO	WO03/034704	PCT/US02/32756
WO	WO94/14284	PCT/US93/11708
WO	WO94/14280	PCT/US93/11616
WO	WO94/14281	PCT/US93/11617
WO	WO94/14282	PCT/US93/11618
WO	WO94/13107	PCT/US93/11606
WO	WO94/14279	PCT/US93/11615
WO	WO94/14283	PCT/US93/11706
WO	WO95/15657	PCT/US94/13809
WO	WO95/15658	PCT/US94/13847
WO	WO99/12349	PCT/US98/18271
WO	WO01/99426	PCT/US01/14865
WO	WO03/032624	PCT/US02/32141
WO	WO02/03693	PCT/US01/16501
WO	WO00/30354	PCT/US99/26479
WO	WO02/03683	PCT/US01/14862
WO	WO02/03706	PCT/US01/20478
WO	WO02/11442	PCT/US01/23606
WO	WO03/032640	PCT/US02/32129
WO	WO99/52285	PCT/US99/07206

PATENT ASSIGNMENT

WHEREAS, DISCOVERY COMMUNICATIONS, INC., a Delaware corporation, with its principal place of business at One Discovery Place, Silver Spring, Maryland 20910 (the "Assignor") is the owner of the inventions, patent applications and patents set forth on Exhibit A hereto (collectively, the "Patents");

WHEREAS, SEDNA PATENT SERVICES, LLC, a Delaware limited liability company with a principal place of business at 1500 Market Street, 27th Floor, West Tower, Philadelphia, PA 19102 (the "Assignee") desires to acquire jointly the entire right, title and interest of Assignor in and to the Patents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, convey, deliver and set over to Assignee any and all interest that Assignor may own or claim to own in the inventions, patent applications and patents aforesaid comprising the Patents, for the United States and all foreign countries, and any reissue or reissues of said Patents already granted and which may be granted on said applications, and any divisional, continuation and continuation-in-part applications claiming priority from the aforesaid applications, together with all additions thereto, substitutions therefor and modifications thereof, or foreign equivalents thereof, and including the subject matter of all claims which may be obtained therefrom, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which said Patents are or may be granted or reissued as fully and entirely as the same would have been enjoyed by Assignor if this assignment, sale and transfer had not been made; together with all claims for damages by reason of past infringement of said Patents, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives;

AND, Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States and any official of any foreign jurisdiction whose duty it is to issue patents on applications as described above, to issue any and all letters patents of the United States or such foreign jurisdiction on said inventions or resulting from said applications or any divisional, continuation, continuation-in-part and reissue applications thereof to Assignee of the entire interest therein, and hereby covenants that it has full right to convey its entire interest as herein assigned, and that it has not executed any agreement inconsistent herewith and will not execute any agreement inconsistent herewith without Assignee's consent; and Assignor hereby further covenants and agrees that it shall, without any additional consideration, communicate with Assignee and its successors and assigns, any facts known to it respecting the inventions, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title of the aforesaid inventions, patent applications and patents comprising the Patents in Assignee, its successors and

assigns, execute all divisional, continuation, continuation-in-part and reissue applications, make all rightful oaths and generally do everything reasonably necessary to aid Assignee, its successors and assigns, to prosecute, obtain and enforce proper patent protection for the Patents and related inventions in the United States and any foreign jurisdiction, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

Agreed this 14th day of September, 2004.

DISCOVERY COMMUNICATIONS, INC.

By: [Signature]
Name: Mark Hollinger
Title: Senior Executive Vice President
Corporate Operations/General Counsel

SEDNA PATENT SERVICES, LLC

By: [Signature]
Name: William D. McCall
Title: Chief Executive Officer

STATE OF MARYLAND)

COUNTY OF MONTGOMERY)

Before me, a notary public, in and for the state and county aforesaid, on this 14th day of September, 2004, personally appeared Mark Hollinger, who being to me personally known, and who having first executed the foregoing instrument in my presence and having been by me first duly sworn, did acknowledge the foregoing instrument as their free deed and act, signed, sealed and delivered by them for the purpose therein stated and intending to be legally bound thereby and intending that said instrument be recorded.

[Signature]
Notary Public

My commission expires: 7/3/05

STATE OF MARYLAND)

COUNTY OF MONTGOMERY)

Before me, a notary public, in and for the state and county aforesaid, on this 14th day of September, 2004, personally appeared William D. McCall, who being to me personally known, and who having first executed the foregoing instrument in my presence and having been by me first duly sworn, did acknowledge the foregoing instrument as their free deed and act, signed, sealed and delivered by them for the purpose therein stated and intending to be legally bound thereby and intending that said instrument be recorded.

Katharine A. Kasty
Notary Public

My commission expires: 7/3/05

EXHIBIT A

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.	D354059	29/002322
U.S.A.	D381991	29/025792
U.S.A.	D368263	29/025794
U.S.A.	D348251	29/002352
U.S.A.	5559549	08/160191
U.S.A.	5600364	08/160280
U.S.A.	5600573	08/352204
U.S.A.	5659350	08/160282
U.S.A.	5682195	08/160283
U.S.A.	5734853	08/160193
U.S.A.	5798785	08/160281
U.S.A.	5990927	08/160194
U.S.A.	6052554	08/711742
U.S.A.	6160989	08/735552
U.S.A.	6181335	09/157574
U.S.A.	6201536	08/352205
U.S.A.	6408437	08/906469
U.S.A.	6463585	09/054419
U.S.A.	6515680	08/928630
U.S.A.	6539548	08/912934
U.S.A.		60/025604
U.S.A.		60/033485
U.S.A.	6675386	08/923091
U.S.A.	6738978	08/735,549
U.S.A.		07/991,074
U.S.A.		09/920,798
U.S.A.		09/964,856
U.S.A.		09/964,889
U.S.A.		09/964,890
U.S.A.		09/966,759
U.S.A.		09/964,891
U.S.A.		09/966,757
U.S.A.		09/966,758
U.S.A.		09/966,594

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.		09/921,057
U.S.A.		09/321,569
U.S.A.		09/285,249
U.S.A.		09/630,737
U.S.A.		10/261,931
U.S.A.		09/597,893
U.S.A.		09/609,286
U.S.A.		09/628,805
U.S.A.		09/975,312
U.S.A.		09/973,083
U.S.A.		10/263,806
U.S.A.		10/724,123
U.S.A.		09/124,043
U.S.A.		08/794,637
U.S.A.		09/208,097
U.S.A.		09/597,891
U.S.A.		09/643,722
U.S.A.		09/404,707
U.S.A.		10/227,833
U.S.A.		08/868,967
U.S.A.		09/106,859
U.S.A.		09/162,768
U.S.A.		09/162,767
U.S.A.		09/158,549
U.S.A.		09/252,485
U.S.A.		09/315,106
U.S.A.		09/396,429
U.S.A.		09/396,428
U.S.A.		09/533,780
U.S.A.		09/541,891
U.S.A.		08/958,088
U.S.A.		09/191,520
U.S.A.		09/556,875
U.S.A.		09/551,211
U.S.A.		09/521,614
U.S.A.		09/609,285
U.S.A.		09/588,503
U.S.A.		09/920,723
U.S.A.		09/973,081

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.		09/973,067
U.S.A.		09/977,488
U.S.A.		09/609,316
U.S.A.		09/920,615
U.S.A.		10/448,014
U.S.A.		60/231338
U.S.A.		09/946,781
U.S.A.		10/295,922
WO	WO03/032626	US02/32130
WO	WO03/032623	US02/32128
WO	WO03/034704	US02/32756
WO	WO94/14284	US93/11708
WO	WO94/14280	US93/11616
WO	WO94/14281	US93/11617
WO	WO94/14282	US93/11618
WO	WO94/13107	US93/11606
WO	WO94/14279	US93/11615
WO	WO94/14283	US93/11706
WO	WO95/15657	US94/13809
WO	WO95/15658	US94/13847
WO	WO99/12349	US98/18271
WO	WO01/99426	US01/14865
WO	WO03/032624	US02/32141
WO	WO02/03693	US01/16501
WO	WO00/30354	US99/26479
WO	WO02/03683	US01/14862
WO	WO02/03706	US01/20478
WO	WO02/11442	US01/23606
WO	WO03/032640	US02/32129
WO	WO99/52285	US99/07206